

CONVERGENCE and Canada's newsrooms

The CRTC is now considering the future of broadcast news-gathering and presentation in Canada. And Parliament, led by the Heritage Committee, will soon examine the future of Canadian broadcasting. Cross-media ownership and its impact on what Canadians see and read in the news media are on the table.

Meanwhile, some of the most powerful and influential corporate giants in Canada's communications industry are taking sides.

CanWest Global would integrate its television and print newsrooms:

"In the future, journalists will wake up, write a story for the web, write a column, take their cameras, cover an event and do a report for TV and file a video clip for the web. What we have acquired is a quantum leap in the product we offer advertisers and a massive, creative, content generation machine."

Speech to the Canadian Club of Winnipeg, January 16, 2001

Leonard Asper
President and CEO
CANWEST GLOBAL COMMUNICATIONS CORP.

Quebecor will maintain separate newsrooms at its television stations and newspapers:

"Information professionals working in the newsrooms of all TVA, LCN and LCN Affaires stations shall at no time transmit, receive, exchange or discuss information by phone, fax, Internet or other technology with information professionals working in the newsrooms of Quebecor Media newspapers."

CODE OF ETHICS AND CONDUCT on the Independence of the Newsrooms of Groupe TVA inc., including LCN and LCN Affaires (as submitted to the CRTC)

Pierre-Karl Péladeau
President and CEO
QUEBECOR MEDIA INC.

The Broadcasting Act requires "the expression of differing views on matters of public concern" and that "programming provided by the broadcasting system should be varied and comprehensive".

The CRTC should hold all broadcasters to the spirit and the letter of the Broadcasting Act.